

Message Text

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ACTION EUR-12

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AMEMBASSY BONN
AMCONSUL FRANKFURT
AMCONSUL HAMBURG

UNCLAS USBERLIN 0368

E.O. 11652: N/A
TAGS: BEXP, EALR, EINV, EPAP, GW, WB
SUBJECT: BURGER KING MOVES HEADQUARTERS TO WIESBADEN DURING
EXPANSION

REF: (A) 10 FAM 948.4, (B) 1976 USBERLIN 1503

1. BEGIN SUMMARY: BURGER KING CORPORATION OF MIAMI, FLORIDA,
RECENTLY MOVED GERMAN HEADQUARTERS FROM WEST BERLIN TO WIESBADEN.
MOVE RESULTS FROM SUCCESSFUL OPERATIONS AND EXPANSION TO OTHER
GERMAN CITIES. END SUMMARY.

2. BURGER KING CORPORATION OF MIAMI, FLORIDA, LAST DECEMBER 1
MOVED GERMAN HEADQUARTERS FROM WEST BERLIN TO WIESBADEN, FRG.
COMPANY OPENED OFFICES THERE AT GUSTAV-STRESEMANN-RING 12-16,
D-6200 WIESBADEN. NEW MANAGER IS MR. JOHN MARTIN.

3. BURGER KING'S MOVE TO WIESBADEN IS PART OF OVERALL EX-
PANSION PLANS FOR GERMAN MARKET.
FIRM OPENED OPERATIONS IN WEST BERLIN IN SUMMER, 1976 AND NOW
OPERATES FOUR RESTAURANTS IN THIS CITY. FIRM RECENTLY
OPENED FIRST FACILITY AT FRANKFURT AND IS PREPARING TO
OPEN OTHERS IN MANNHEIM AND HAMBURG. TWO HUNDRED MORE
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ARE PLANNED GERMANY-WIDE.

4. BURGER KING REPORTS THAT SUCCESS OF WEST BERLIN AS
TEST MARKET PROMPTED MOVE INTO FRG. THEY SAY THAT HEAD-
QUARTERS SHIFT IS RELATED TO MANAGEMENT PROBLEM; NAMELY:
THAT MANAGERS NEED TO BE CLOSE TO ACTUAL RESTAURANTS, IF
THEY ARE TO FUNCTION PROPERLY. THEY STATED THAT GEO-

GRAPHICAL DISADVANTAGE WAS DECISIVE FACTOR IN MOVE OUT OF
BERLIN, ALTHOUGH IT WAS QUOTE DIFFICULT BUSINESS DECISION
UNQUOTE TO FOREGO BERLIN TAX ADVANTAGES BY SO DOING.
BURGER KING WILL RETAIN A DISTRICT OFFICE HERE, HOWEVER,
AND A PERSONNEL TRAINING CENTER.

5. COMMENT: MOVE HAS ATTRACTED NO REPEAT NO ATTENTION
TO DATE IN WEST BERLIN BUSINESS CIRCLES, DESPITE BURGER
KING'S ORIGINAL PUBLIC RELATIONS TACTIC TO EFFECT THAT BER-
LIN WAS CHOSEN AS SITE OF GERMAN HEADQUARTERS TO UNDERLINE
AMERICAN BUSINESS INTEREST IN THIS CITY. MISSION BELIEVES
THERE WILL BE NO REPEAT NO REPERCUSSIONS HERE WHEN MOVE
BECOMES KNOWN BUT THAT MOVE IS UNFORTUNATE DEVELOPMENT.
GEORGE

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